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5/18/45

TYPES OF COMMERCIAL COPY

Three different types of commercial copy:

1. PUNCH COPY
2. STRAIGHT COPY
3. CASUAL COPY

PUNCH COPY startles the listner to do something,(e.g. Barney's). This form of copy is very degrading, though short and to the point. A quick, high and sharp voice is most effective in a punch commercial.

STRAIGHT OR DIRECT COPY merely states the fact. It is not punching.

CASUAL OR PERSONALITY COPY has a friendly approach. It is sincere and the announcer sounds as if he really believes in what he is saying,(e.g. Dan Seymour).

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